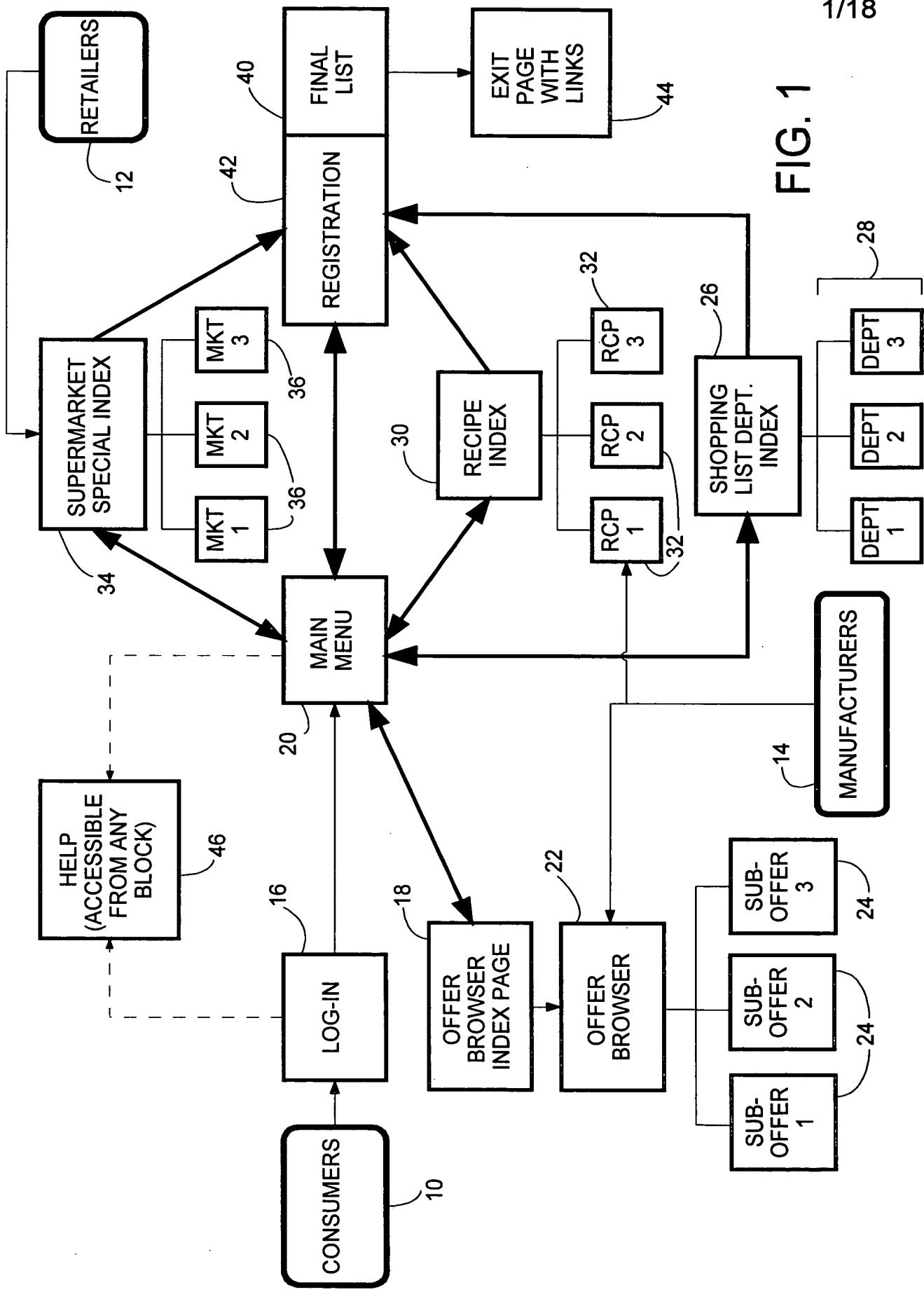


FIG. 1



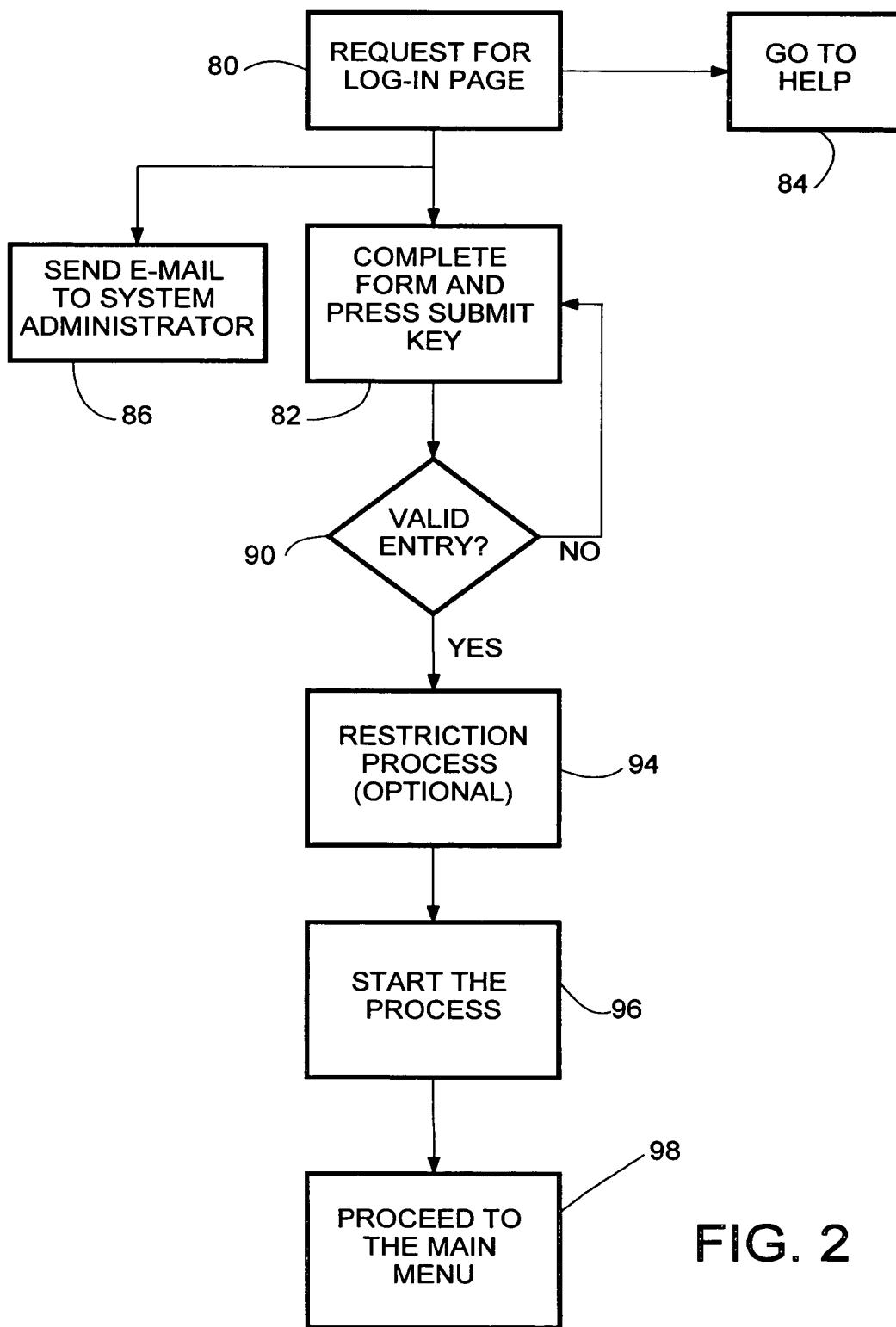


FIG. 2

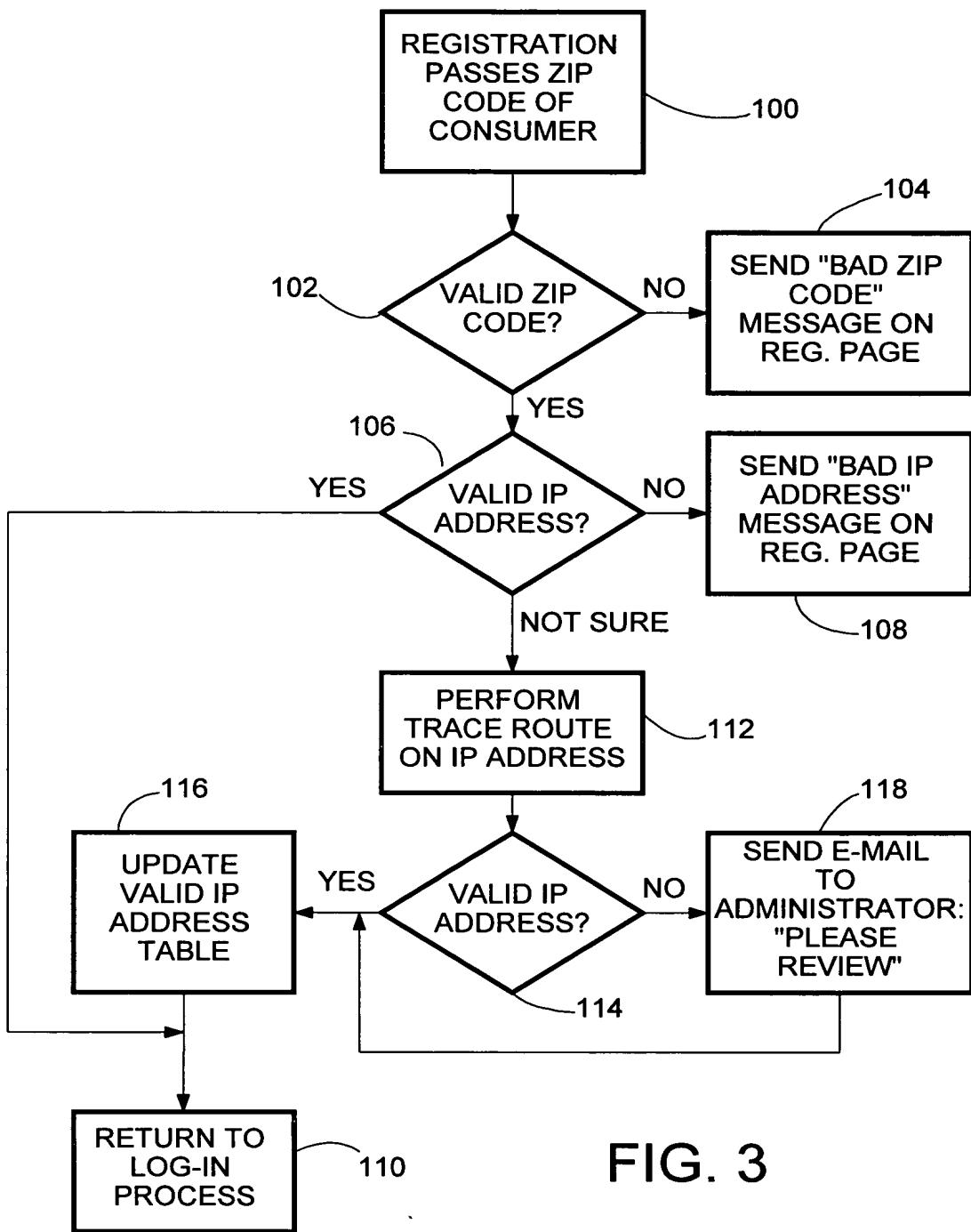


FIG. 3

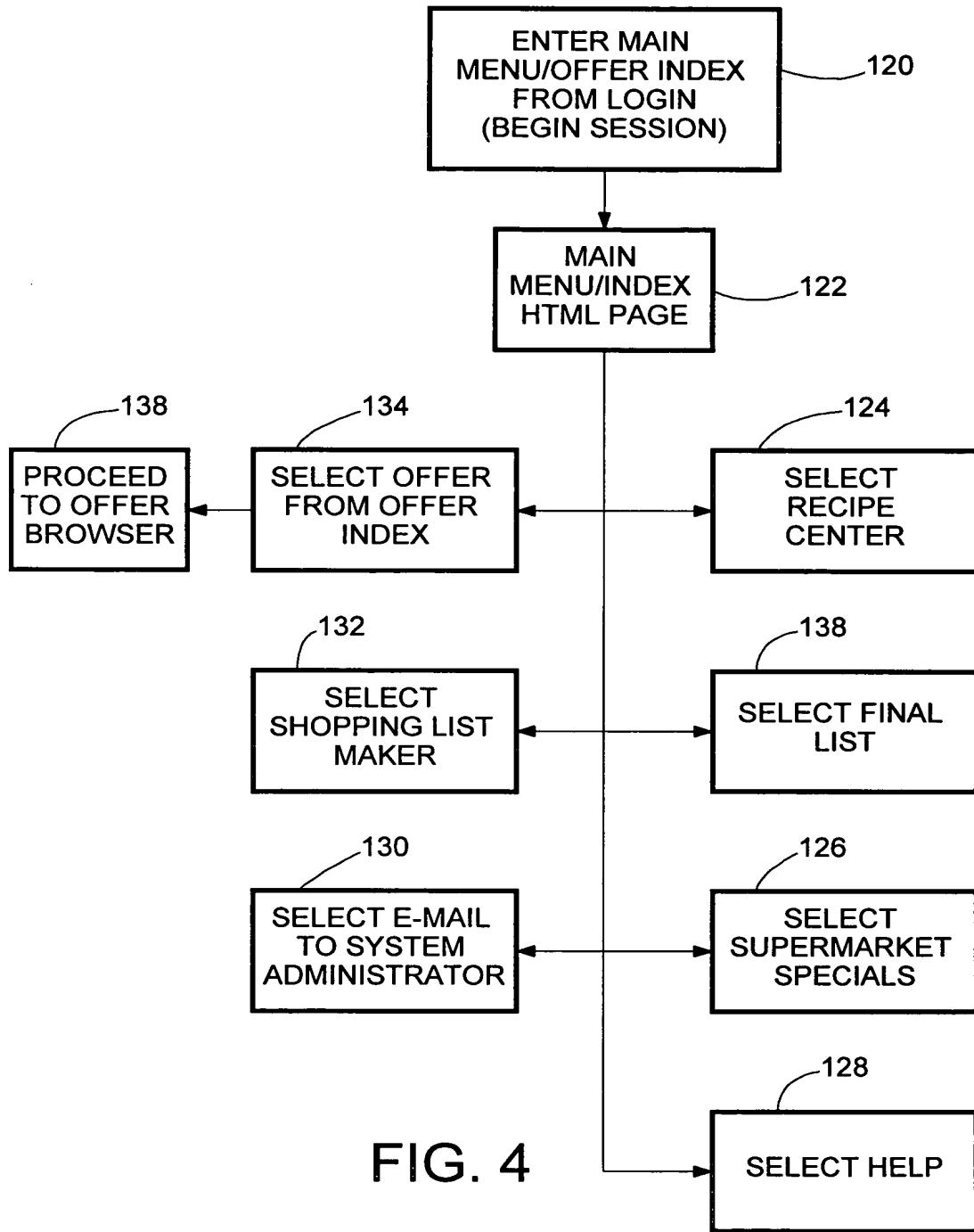
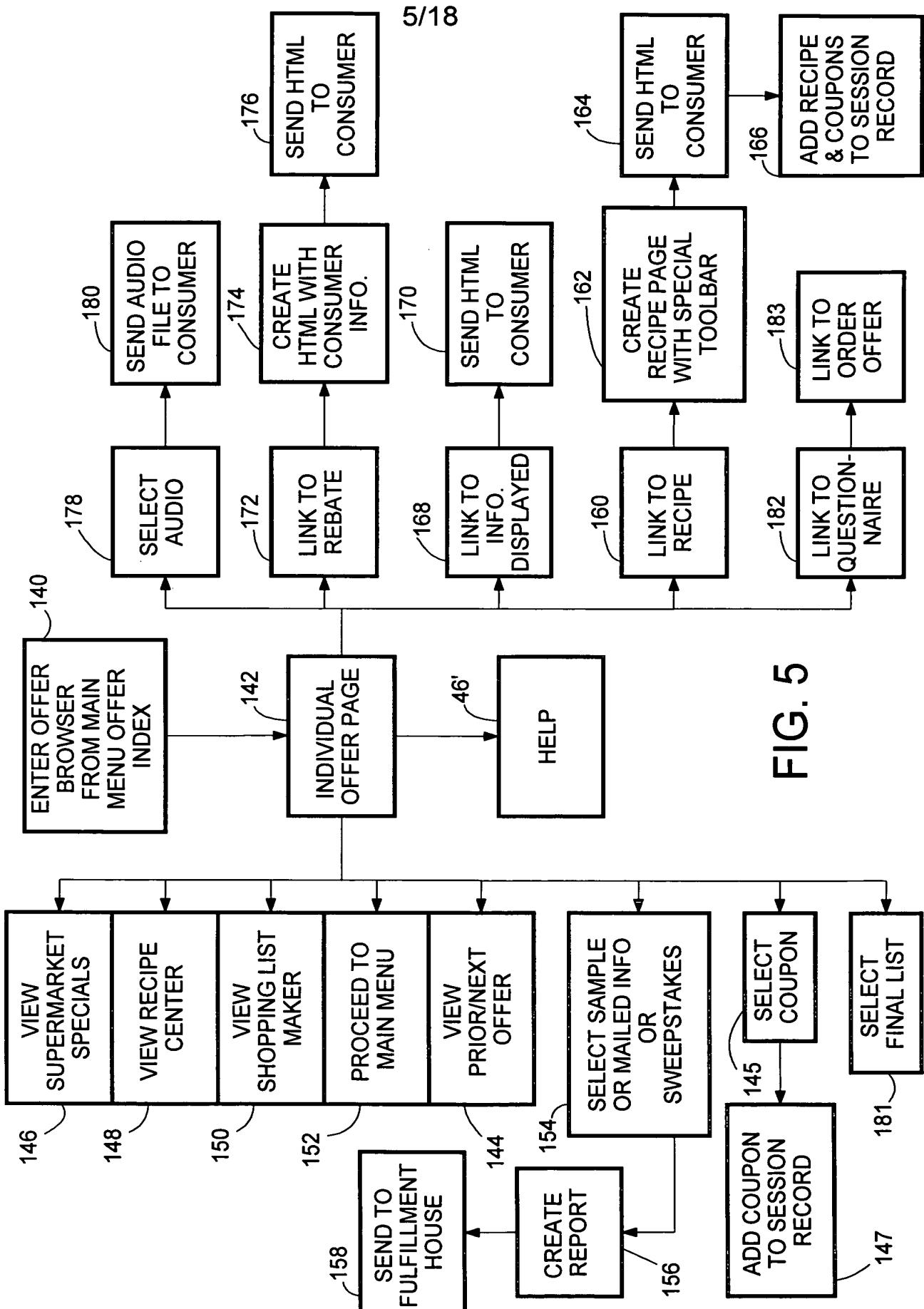


FIG. 4



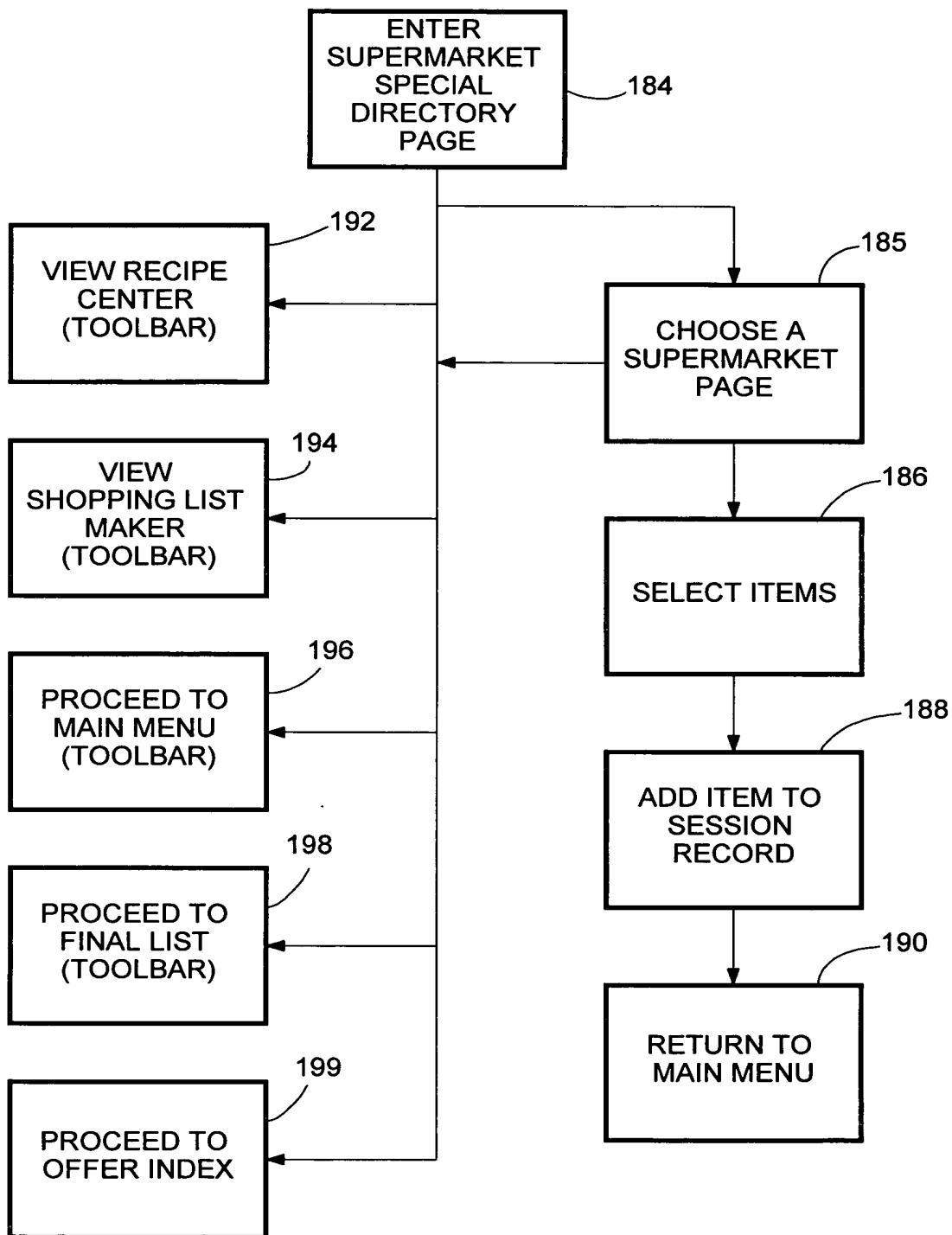


FIG. 6

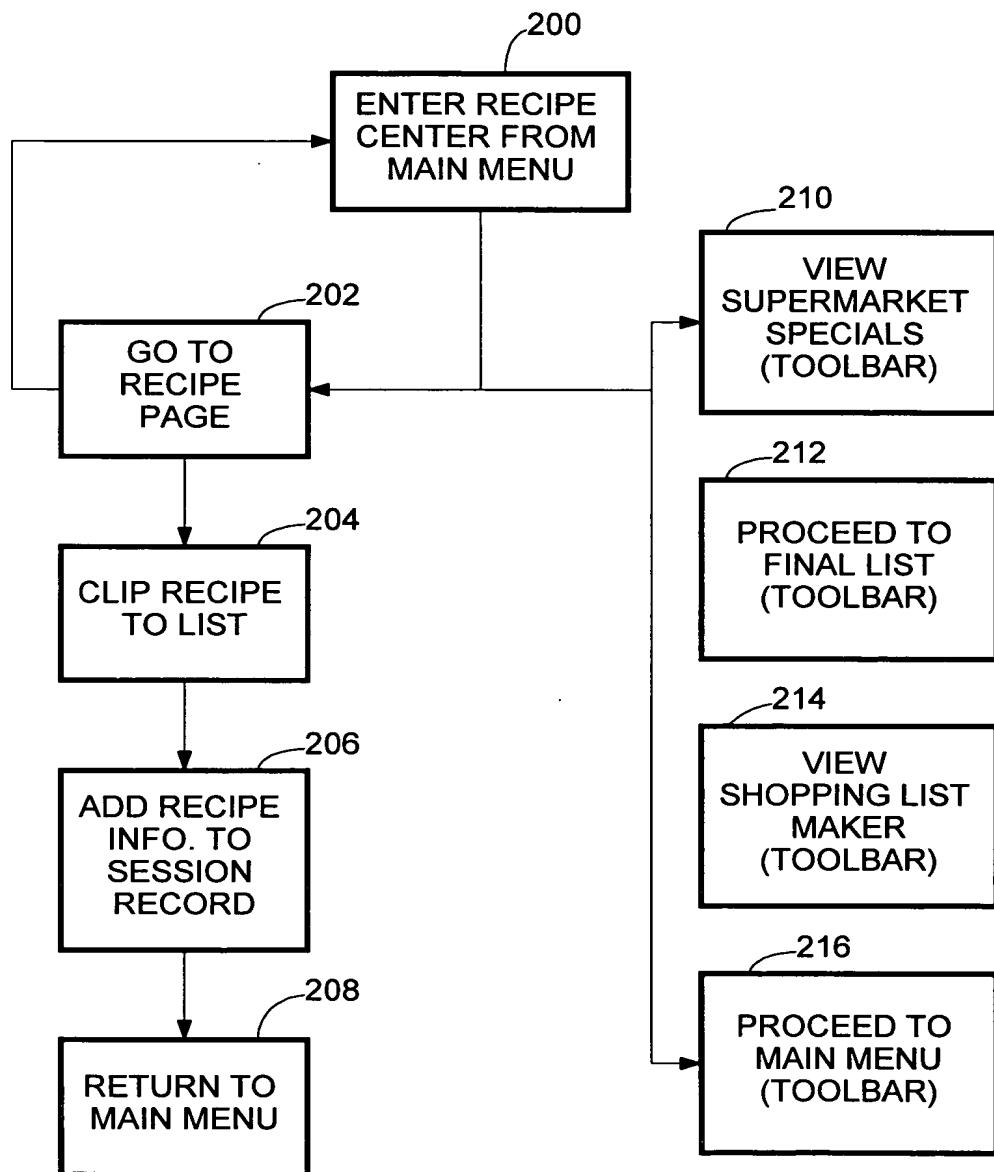


FIG. 7

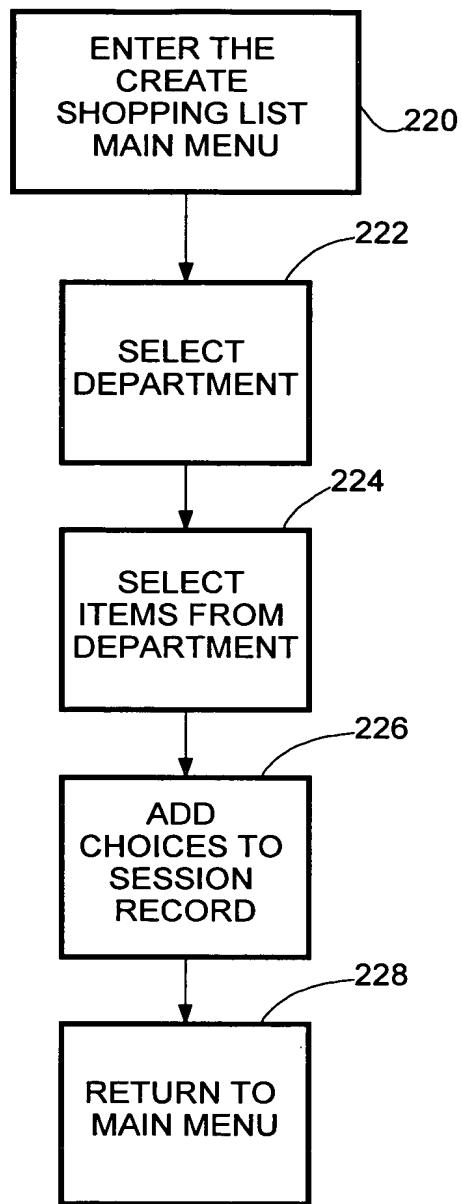


FIG. 8

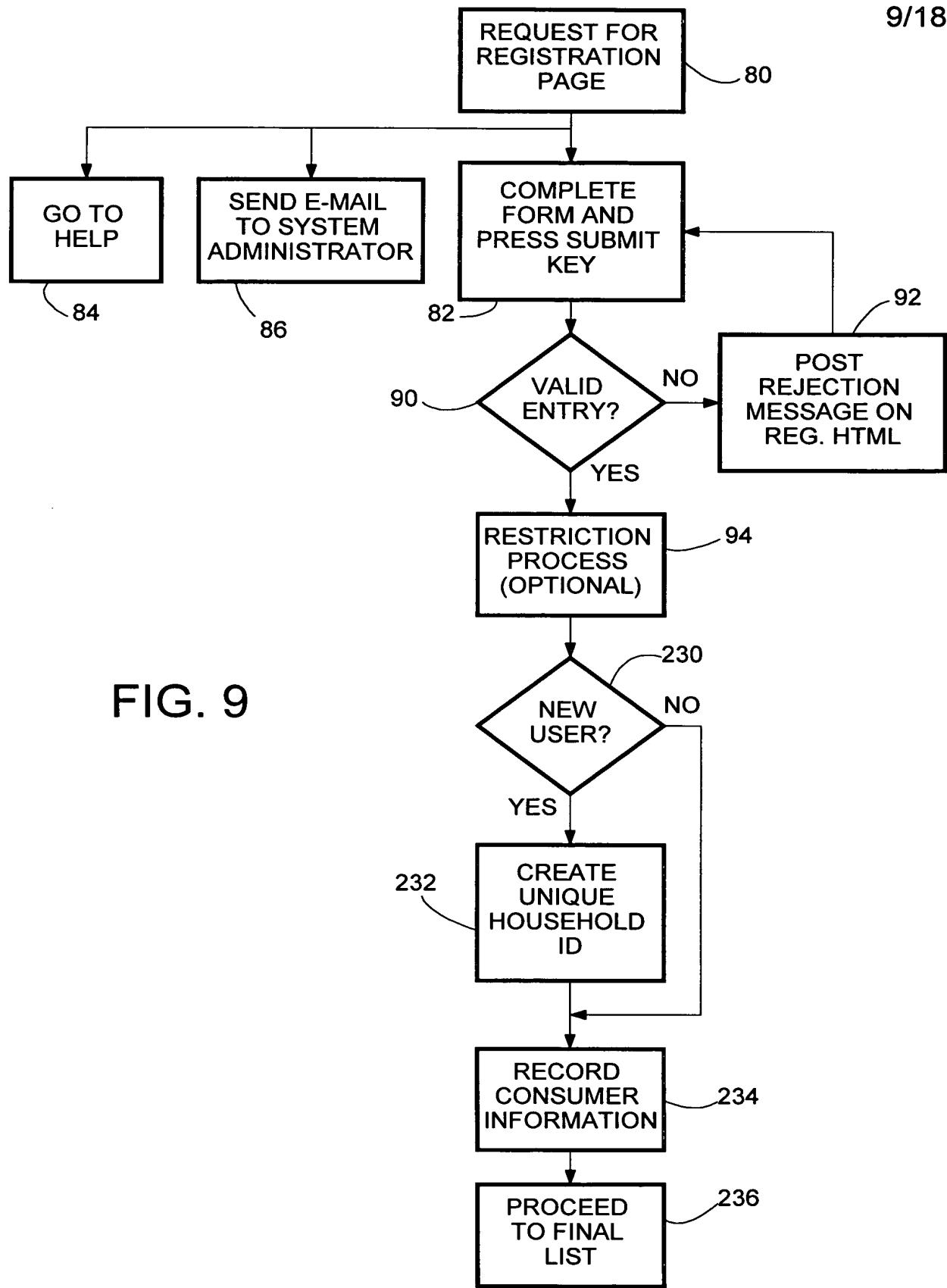


FIG. 9

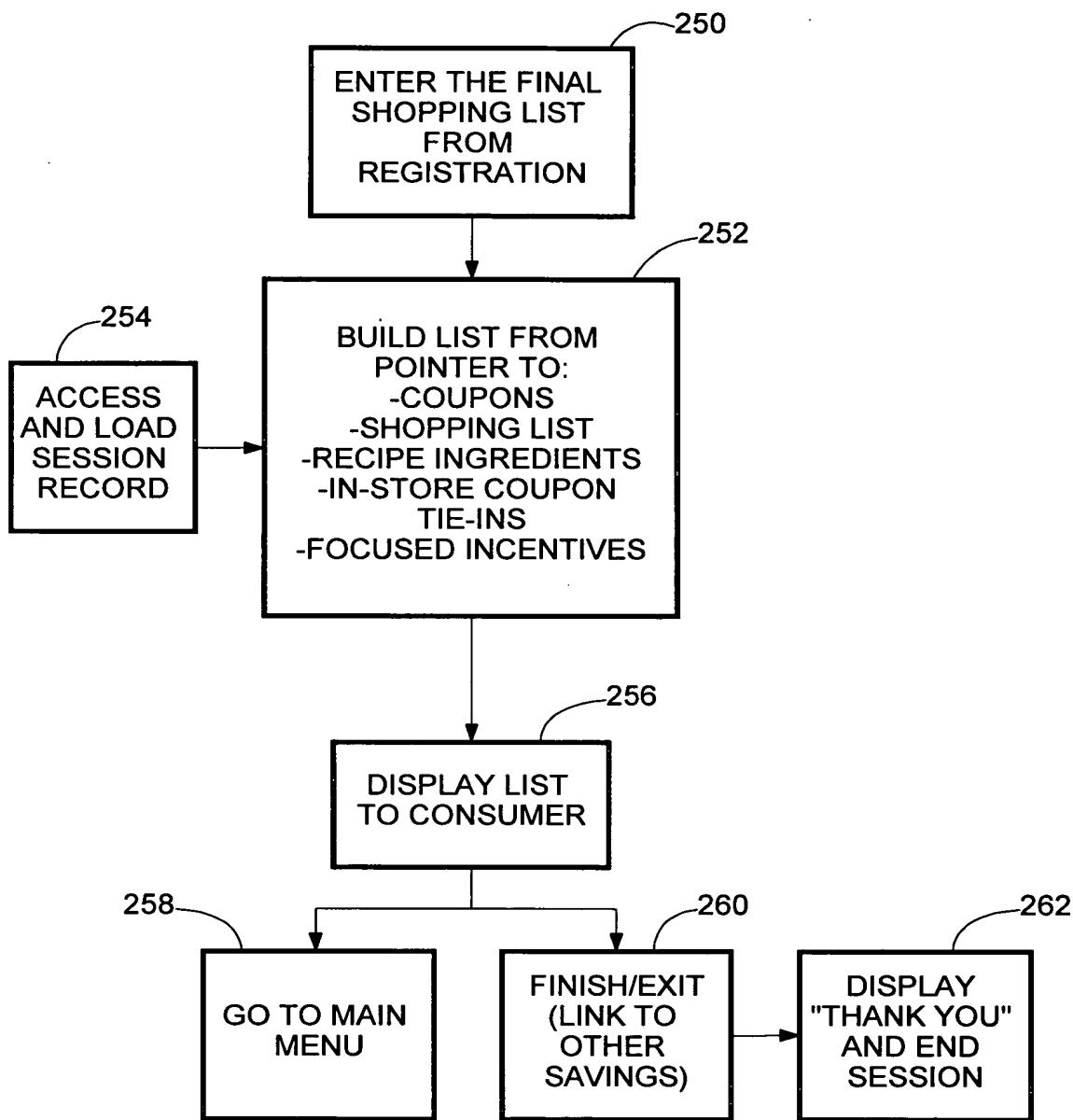


FIG. 10

11/18



LEGEND:

- A. CONSUMER'S NAME AND LOCATION COORDINATES
- B. COUPON EXPIRATION DATE AND COORDINATES
- C. SYSTEM ADMINISTRATOR'S LOGO AND COORDINATES
- D. PRODUCT OFFER ICON AND COORDINATES
- E. AMOUNT OF SAVINGS AND COORDINATES
- F. TERMS FOR RECEIVING SAVINGS AMOUNT AND COORDINATES
- G. LEGAL TEXT AND COORDINATES
- H. REDEMPTION TEXT AND COORDINATES
- I. COUPON SEQUENCE NUMBER
- J. BAR CODE NUMBERS AND COORDINATES
 - UPC TYPE 5 CODE AND
 - EAN TYPE 128 CODE
- K. SUPERMARKET DESIGNATION AND COORDINATES
- L. COUPON SIZE AND BORDER PARAMETERS

FIG. 11

12/18

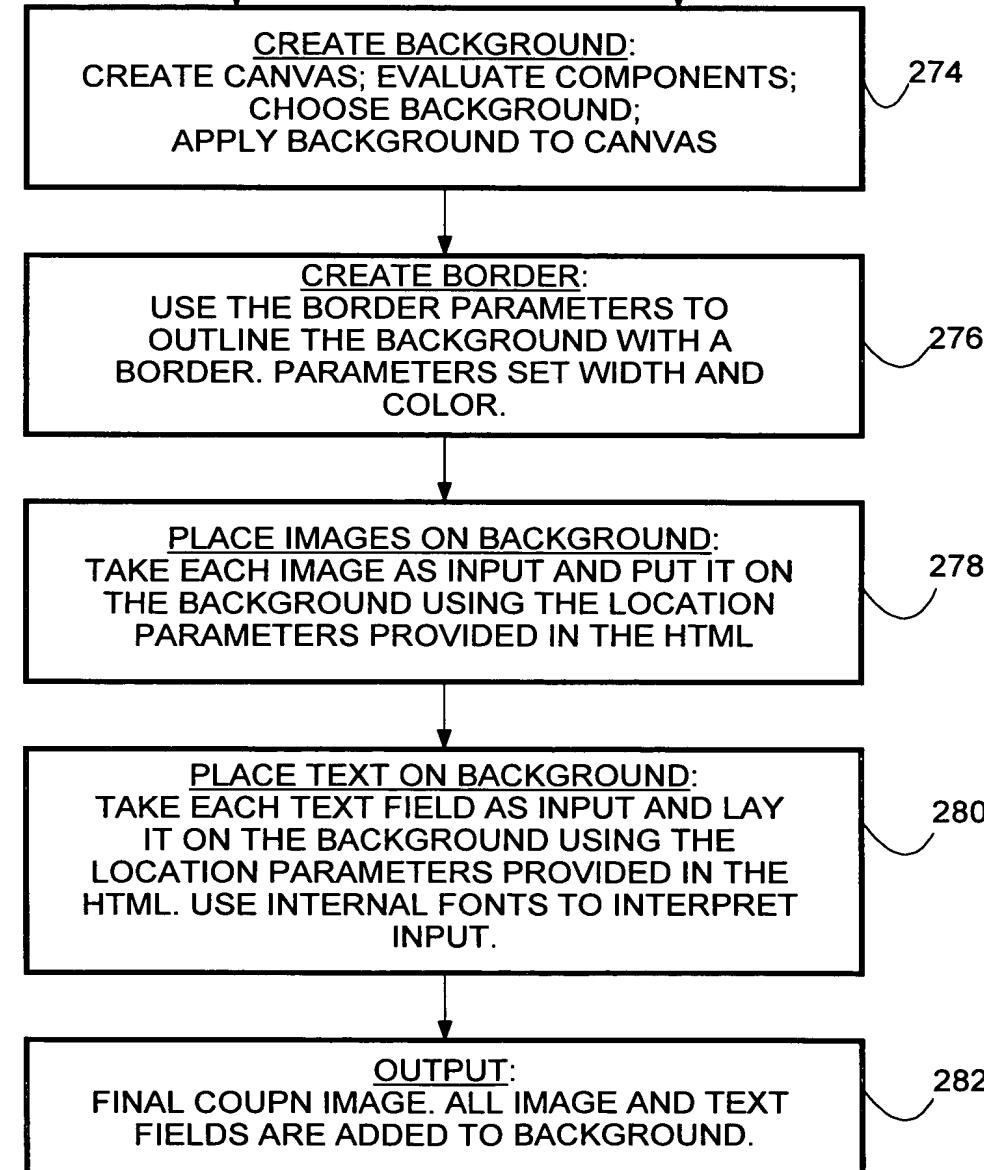
CONSUMER INPUT:

- CONSUMER NAME
- COUPON SELECTION
- SUPERMARKET SELECTION

SYSTEM INPUT:

- CONSUMER HOUSEHOLD ID.
- COUPON EXPIRATION DATE
- SYSTEM LOGO
- PRODUCT IMAGE
- SAVINGS AMOUNT IMAGE
- TERMS OF OFFER
- LEGAL TEXT
- REDEMPTION TEXT
- COUPON SEQUENCE NUMBER
- BAR CODE NUMBERS
- COUPON AND BORDER SIZES

FIG. 12



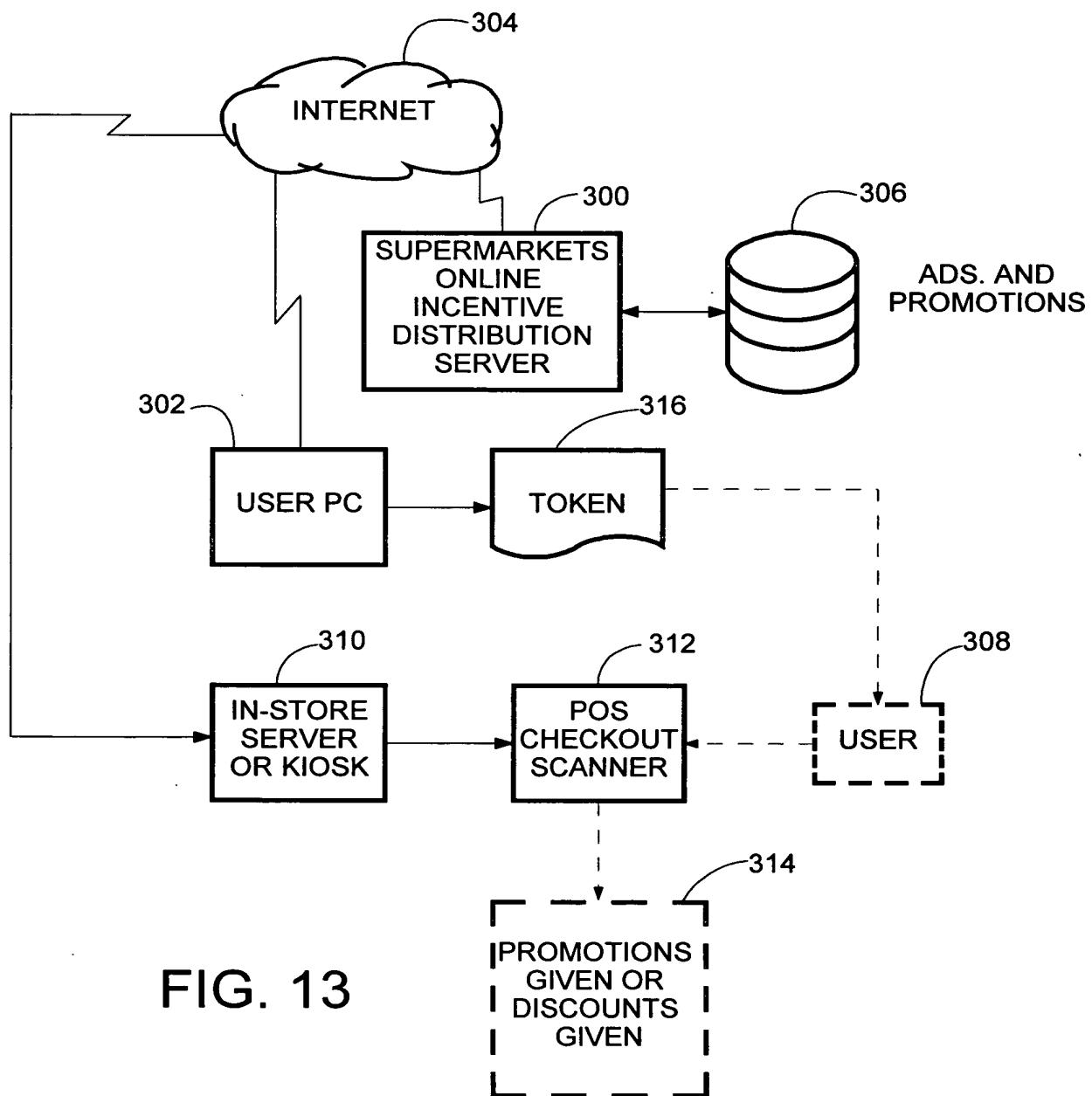


FIG. 13

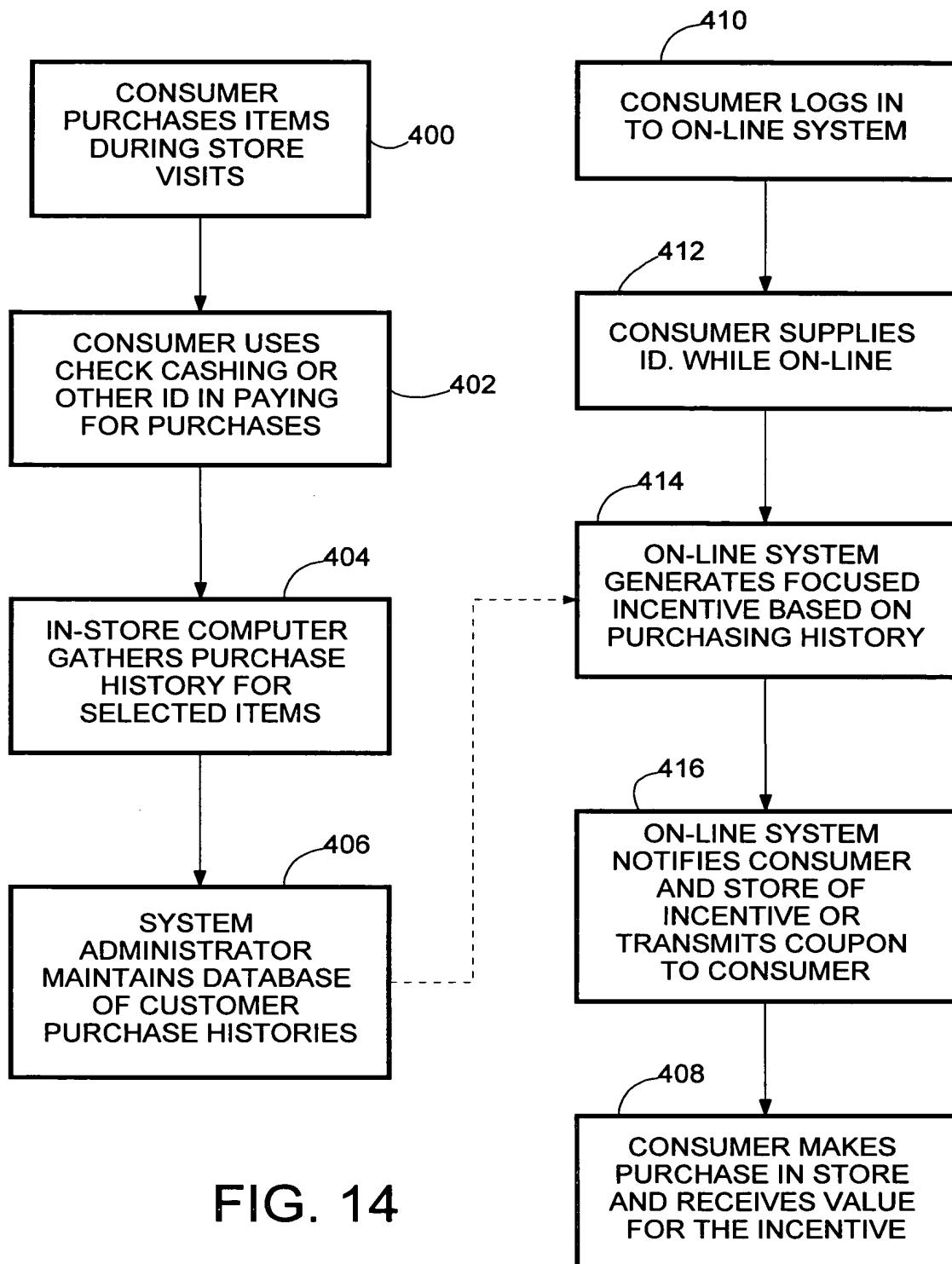
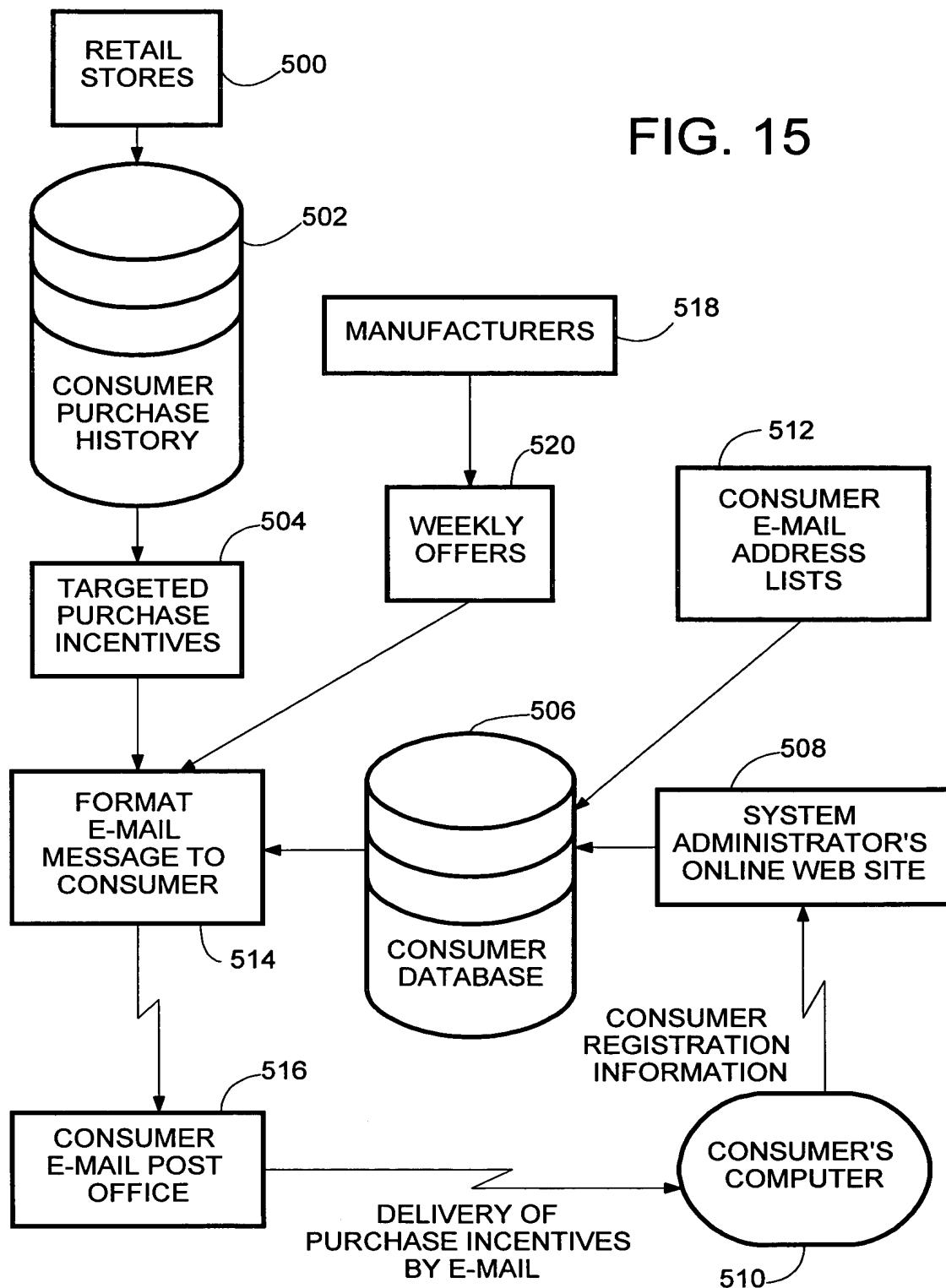


FIG. 14

FIG. 15



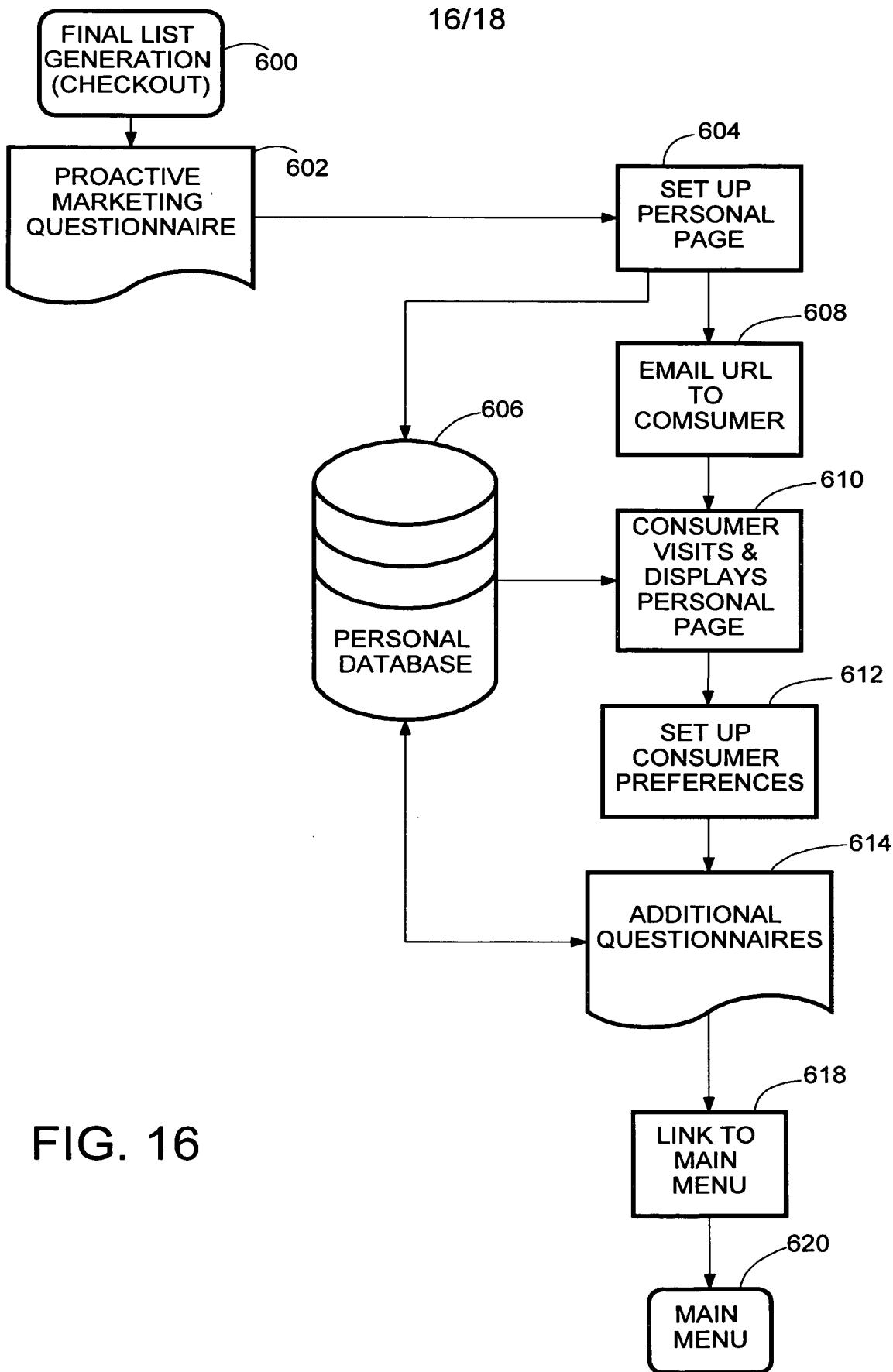


FIG. 16

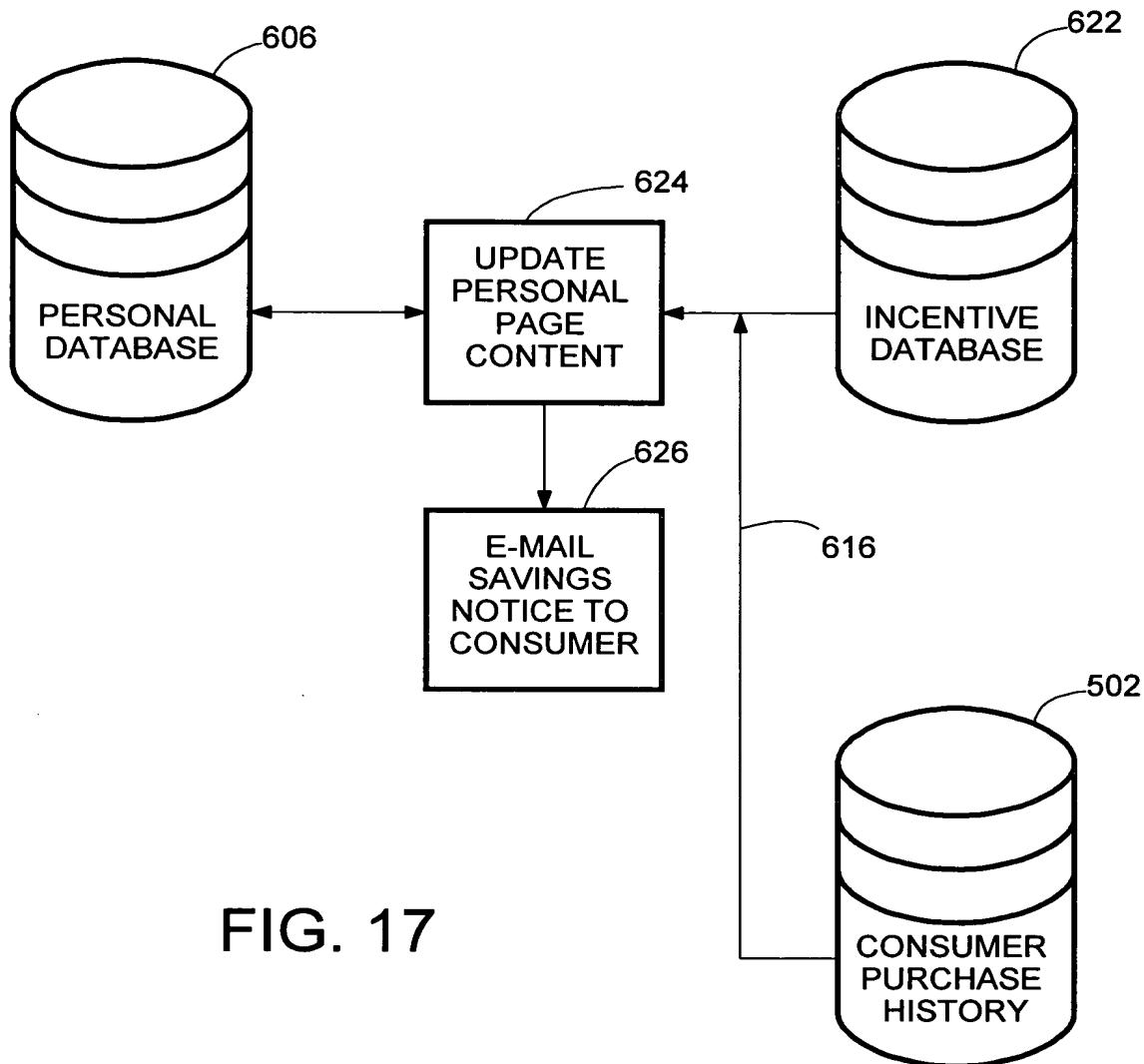


FIG. 17

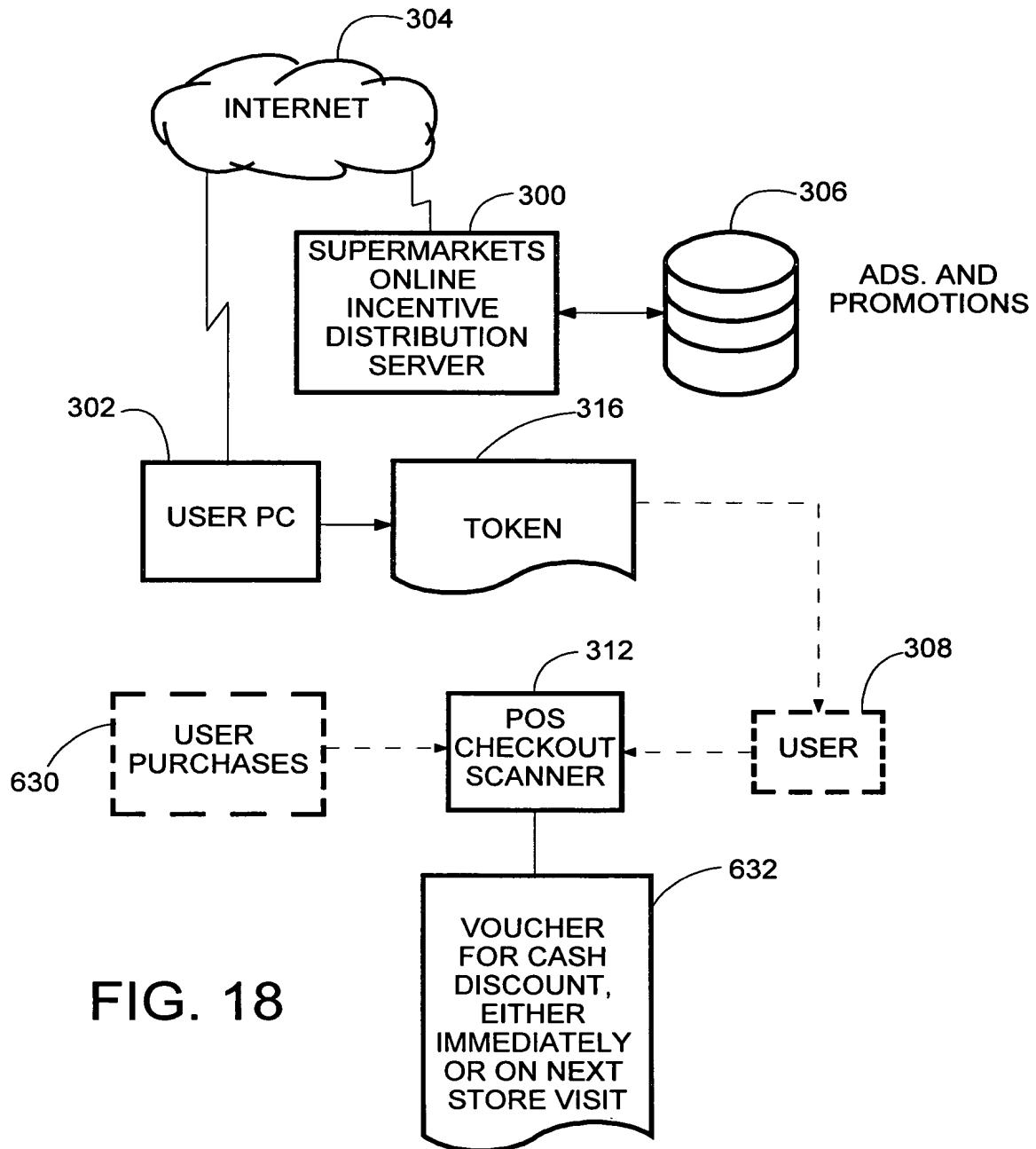


FIG. 18